

$$7 \text{ deals} / \text{store} \times 30 \text{ days} \times 59,000 \text{ stores} =$$

12,390,000 deals to dominate all
race markets for 1 month

The average cost of the premiums is \$ 5.⁰⁰

\therefore \$ 61.95 MM to dominate achieve 30 day
presence in race markets (100% stores)
only \$ 50 MM for 80% penetration

According to our budget we have ~~12 day supply~~ ~~100% per.~~
~~at ea~~ a 4 day supply on caps
5 day supply on t-shirts
3 day supply on towel
12 day total

35,833 hits total = 61% penetration.

Talking to Sandy about pulsing in each deal.

2040927411